

3622



Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: STEINMAN et al.

Application Serial No.: 09/412,013

Filing Date: October 4, 1999

For: NETWORK BASED
SWEEPSTAKES SYSTEM AND
METHOD

) Group Art Unit: 3622
)
) Examiner: Alvarez, Raquel
)
) **RESPONSE TRANSMITTAL**
)
) Attorney Docket No.: 102.002
)
) Buckley, Maschoff, Talwalkar & Allison LLC
) 5 Elm Street
) New Canaan, CT 06840
) (203) 972-0006

CERTIFICATE OF MAILING UNDER 37 CFR 1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on September 18, 2003.

Dated: September 18, 2003

By: *Edith Martin*

Edith Martin

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing are:

1. ☒ A Supplemental Response and Interview Summary.
2. ☒ Additional Enclosures: Acknowledgement Postcard.

Respectfully submitted,

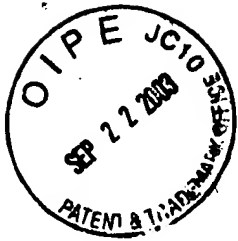
September 18, 2003

Date

Scott B. Allison

Scott B. Allison
Registration No. 38,370
Buckley, Maschoff, Talwalkar & Allison LLC
5 Elm Street
New Canaan, CT 06840
(203) 972-5985

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#22/Suppl
response
9-26-03

Applicants: STEINMAN et al.

Application Serial No.: 09/412,013

Filing Date: October 4, 1999

For: NETWORK BASED
SWEEPSTAKES SYSTEM AND
METHOD

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) Group Art Unit: 3622

)
) Examiner: Alvarez, Raquel

)
) **SUPPLEMENTAL RESPONSE and**
) **INTERVIEW SUMMARY**

)
) Docket No.: I02.002

)
) Buckley, Maschoff, Talwalkar & Allison LLC
) 5 Elm Street
) New Canaan, CT 06840
) (203) 972-0006
)

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Dated: September 18, 2003

By:

Edith Martin
Edith Martin

Commissioner for Patents
P.O. Box 1450
Washington, DC 20231

Sir:

This is in response to the Interview Summary (paper no. 18) mailed August 19, 2003. As requested by the Examiner, and pursuant to MPEP § 713.04, Applicants provide the following summary of the interview of July 21, 2003. The interview included the undersigned and Examiner Raquel Alvarez and involved a discussion of new claim 71 and of the following prior art regarding CBS Sportsline (hereinafter referred to as the "Sportsline References"):

- a. Press release entitled "CBS Sportsline Launches Innovative 'Sportsline Rewards' Relationship Program," dated January 19, 1999.

b. Article entitled "Sportsline USA, Inc. Reports Fourth Quarter Financial Results," dated January 28, 1999.

c. Article entitled "The Trouble with Web Advertising," dated April 12, 1999.

More specifically, the discussion involved the distinction that the Sportsline References do not teach or suggest an association of points or sweepstakes entries with hyperlinks on a Web page. In addition, the discussion involved the distinction that the Sportsline references refer specifically to a system where a user is given points only after viewing a Web page and, as a result, the Sportsline references cannot teach or suggest awarding of points to a user for clicking on a hyperlink on a Web page.


No agreement was reached regarding the Applicants' suggested amendments as the Examiner recommended that Applicants prepare and file a full response to the Office Action. Applicants do not necessarily agree with the characterization of the interview as provided by the Examiner in her summary of the interview.

No fees are believed due in conjunction with this paper. Applicants believe the case is in form for allowance and respectfully request allowance of the pending claims.

If any issues remain, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is kindly invited to contact Scott B. Allison using the information provided below.

Respectfully submitted,

September 18, 2003
Date



Scott B. Allison
Attorney for Applicants
USPTO Registration No. 38,370
Buckley, Maschoff, Talwalkar, & Allison LLC
5 Elm Street
New Canaan, CT 06840
(203) 972-5985